

VZCZCXYZ0009  
PP RUEHWEB

DE RUEHNY #0295 0861208  
ZNR UUUUU ZZH  
P 271208Z MAR 07  
FM AMEMBASSY OSLO  
TO RUEHC/SECSTATE WASHDC PRIORITY 5404  
INFO RUEHAN/AMEMBASSY ANTANANARIVO PRIORITY  
RUEHLG/AMEMBASSY LILONGWE PRIORITY 0031  
RUEHTO/AMEMBASSY MAPUTO PRIORITY 0132

UNCLAS OSLO 000295

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DEPT FOR RACHEL LEATHAM, IO/PPC

E.O. 12958: N/A

TAGS: [EAID](#) [PGOV](#) [PREL](#) [OIIP](#) [NO](#) [KDEM](#) [KPAO](#) [UN](#) [NGO](#)

SUBJECT: UN DEMOCRACY FUNDED PROJECT: OSLO GOVERNANCE CENTRE

REF: A. 3/23/07 EMAIL TO GEORGE NOLL FROM RACHEL LEATHAM  
[1](#)B. STATE 19781

[1](#)1. Summary. Per Ref A, on March 26 we spoke with Director of the Oslo Governance Centre Bjoern Foedre regarding the United Nations Democracy Fund (UNDF) project, Communication for Empowerment. The project is not a Norwegian government initiative, and only has recently begun. End Summary.

[1](#)2. Foedre explained that the project involves e-governance and access to information, focusing on analyzing how local United Nations Development Program (UNDP) government communication programs reach their audiences. For example, the project would analyze the targeted audience of a governmental radio broadcast, determining if the broadcast would be in a language understood by the majority of its listeners. Working from a "receiver-end analysis," the project will, for example, advise host governments on how to effectively broadcast public announcements. The project will involve public and private sector representatives, and NGOs.

[1](#)3. The project is still in its early stages, and the Centre is currently working on mapping exercises and validation workshops. Foedre aspires to launch the project later this year in Malawi, Mozambique and possibly Madagascar. He hopes to start similar programs in three to-be-determined Asian countries next year.

[1](#)4. The Centre has received 230,000 USD of funding from the UNDF, about 99,000 USD short of what was pledged. Additional money has been raised independently. Foedre also confirmed that the GON does not financially support the UNDF. For more information regarding the Centre, please review its website, [www.undp.org/oslocentre/resources/publication s.html](http://www.undp.org/oslocentre/resources/publication s.html).  
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